

ORDER



**SPOKANE
COEUR D'ALENE**

KXLY4.2

Orders

Order / Rev: 169108

Alt Order #: 08367826

Product Desc: POLITICAL C MCMORRIS

Estimate: 2177

Flight Dates: 09/15/16 - 11/07/16

Original Date / Rev: 09/14/16 / 09/14/16

Order Type: GENERAL

Primary AE: JEANINE HOLMES

Sales Office: H-SE

Sales Region: NATL

Agency

Name: Media Plus

Buying Contact:

Billing Contact:

160 Roy Street

Seattle, WA 98109

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: McMorris Rodgers, Cathy for Congres

Demographic: W35-64

Product Codes: PL Candidate

Priority: P-3

Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/24/16	36	\$440.00	\$374.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	36	\$440.00	\$374.00	0.00
Totals	36	\$440.00	\$374.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
JEANINE HOLMES			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXLY4.2	1%	\$440.00
Market	100%	\$44,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAYU	21%	\$9,240.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	20%	\$8,800.00
KREM	35%	\$15,400.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXLY	23%	\$10,120.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY2	09/19/16	09/23/16	1-2p	CM	1-2p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	3	\$15.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/19/16	09/25/16	MTWTF--	3	\$5.00	0.00								
E 2	KXLY2	09/19/16	09/23/16		CM	2-3p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	3	\$15.00

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KXLY4.2

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2-3p M-F 2-3p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	MTWTF--		3				\$5.00		0.00			
E 3	KXLY2	09/19/16	09/23/16	7-8p M-F 7-730p	CM	7-730p (7:00 PM-7:30 PM)	MTWTF--	:30	3	\$35.00	P-2	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	MTWTF--		3				\$35.00		0.00			
E 4	KXLY2	09/19/16	09/23/16	7-8p M-F 730-8p	CM	730-8p (7:30 PM-8:00 PM)	MTWTF--	:30	3	\$35.00	P-2	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	MTWTF--		3				\$35.00		0.00			
E 5	KXLY2	09/19/16	09/23/16	Prime ROS 8-830p	CM	8-830p (8:00 PM-8:30 PM)	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	MTWTF--		3				\$5.00		0.00			
E 6	KXLY2	09/19/16	09/23/16	9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/16		09/19/16	09/25/16	MTWTF--		3				\$5.00		0.00			
E 7	KXLY2	09/17/16	09/24/16	Sa/Su 9a-5p Sa/Su Daytime Rotator	CM	Sa/Su 9a-5p (1:00 PM-2:00 PM)	-----1-	:30	1	\$5.00	P-3	0.00	NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----1-		1				\$5.00		0.00			
Week: 09/19/16		09/19/16	09/25/16	-----1-		1				\$5.00		0.00			
E 8	KXLY2	09/17/16	09/24/16	Sa/Su 9a-5p Sa/Su Daytime Rotator	CM	Sa/Su 9a-5p (11:00 AM-12:00 PM)	-----1-	:30	1	\$5.00	P-3	0.00	NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----1-		1				\$5.00		0.00			
Week: 09/19/16		09/19/16	09/25/16	-----1-		1				\$5.00		0.00			
E 9	KXLY2	09/17/16	09/24/16	Sa/Su 9a-5p Sa/Su Daytime Rotator	CM	Sa/Su 9a-5p (12:00 PM-1:00 PM)	-----1-	:30	1	\$5.00	P-3	0.00	NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----1-		1				\$5.00		0.00			
Week: 09/19/16		09/19/16	09/25/16	-----1-		1				\$5.00		0.00			
E 10	KXLY2	09/17/16	09/24/16	Sa/Su 9a-5p Sa/Su Daytime Rotator	CM	Sa/Su 9a-5p (2:00 PM-3:00 PM)	-----1-	:30	1	\$5.00	P-3	0.00	NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----1-		1				\$5.00		0.00			
Week: 09/19/16		09/19/16	09/25/16	-----1-		1				\$5.00		0.00			
E 11	KXLY2	09/17/16	09/24/16	Sa/Su 9a-5p Wanted: DOA	CM	sat 4-430p (3:00 PM-4:00 PM)	-----1-	:30	1	\$10.00	P-3	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----1-		1				\$10.00		0.00			
Week: 09/19/16		09/19/16	09/25/16	-----1-		1				\$10.00		0.00			
E 12	KXLY2	09/17/16	09/24/16	Sa/Su 9a-5p Wanted: DOA	CM	sat 4-430p (4:00 PM-4:30 PM)	-----1-	:30	1	\$10.00	P-3	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	-----1-		1				\$10.00		0.00			
Week: 09/19/16		09/19/16	09/25/16	-----1-		1				\$10.00		0.00			
E 13	KXLY2	09/15/16	09/16/16	1-2p M-F 1-2p	CM	1-2p	---TF--	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	---TF--		1				\$5.00		0.00			
E 14	KXLY2	09/15/16	09/16/16	2-3p M-F 2-3p	CM	2-3p	---TF--	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	---TF--		1				\$5.00		0.00			
E 15	KXLY2	09/15/16	09/16/16	7-8p M-F 7-730p	CM	7-730p (7:00 PM-7:30 PM)	---TF--	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00

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E 15	KXLY2	09/15/16	09/16/16	7-8p M-F 7-730p	CM	7-730p (7:00 PM-7:30 PM)	---TF--	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---TF--		1		\$35.00		0.00					
E 16	KXLY2	09/15/16	09/16/16	7-8p M-F 730-8p	CM	730-8p (7:30 PM-8:00 PM)	---TF--	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---TF--		1		\$35.00		0.00					
E 17	KXLY2	09/15/16	09/16/16	M-F 8-9p M-F 8-830p	CM	8-830p (8:00 PM-8:30 PM)	---TF--	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---TF--		1		\$5.00		0.00					
E 18	KXLY2	09/15/16	09/16/16	9-10a M-F 9-10a	CM	9-10a	---TF--	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/16	09/18/16	---TF--		1		\$5.00		0.00					
Totals														36	\$440.00